

FIG. 1

(2/10)

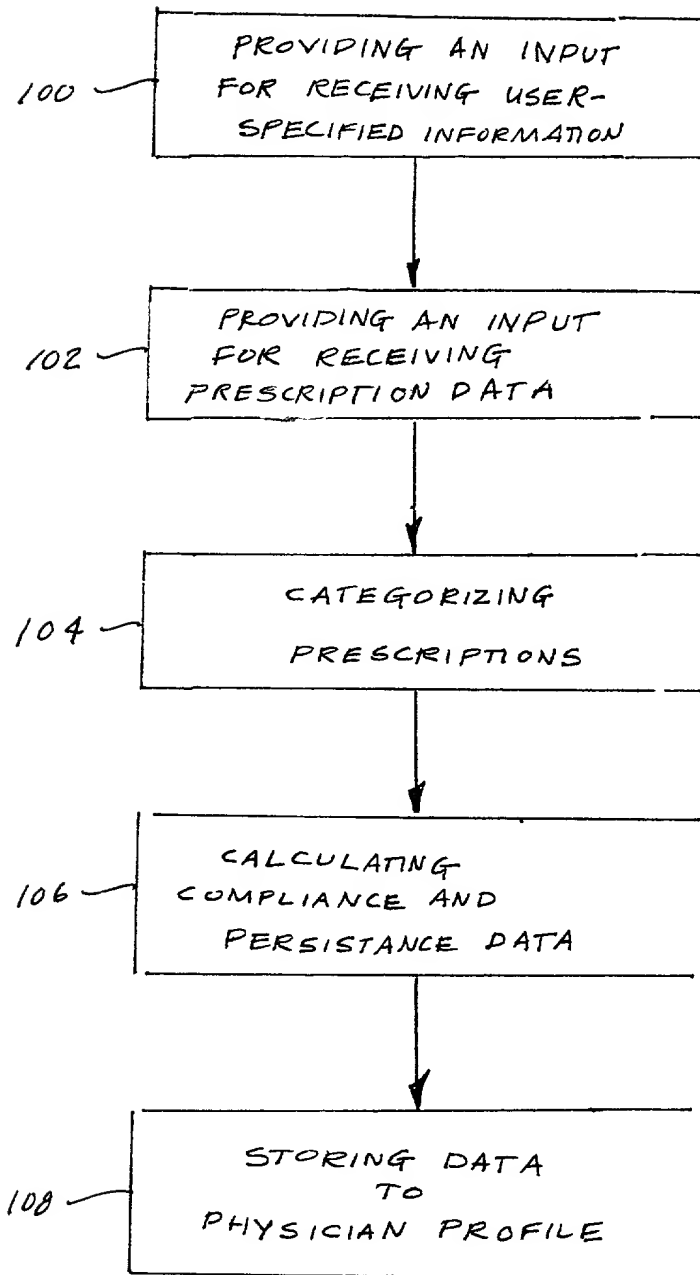


FIG. 2

T05280" 9677650

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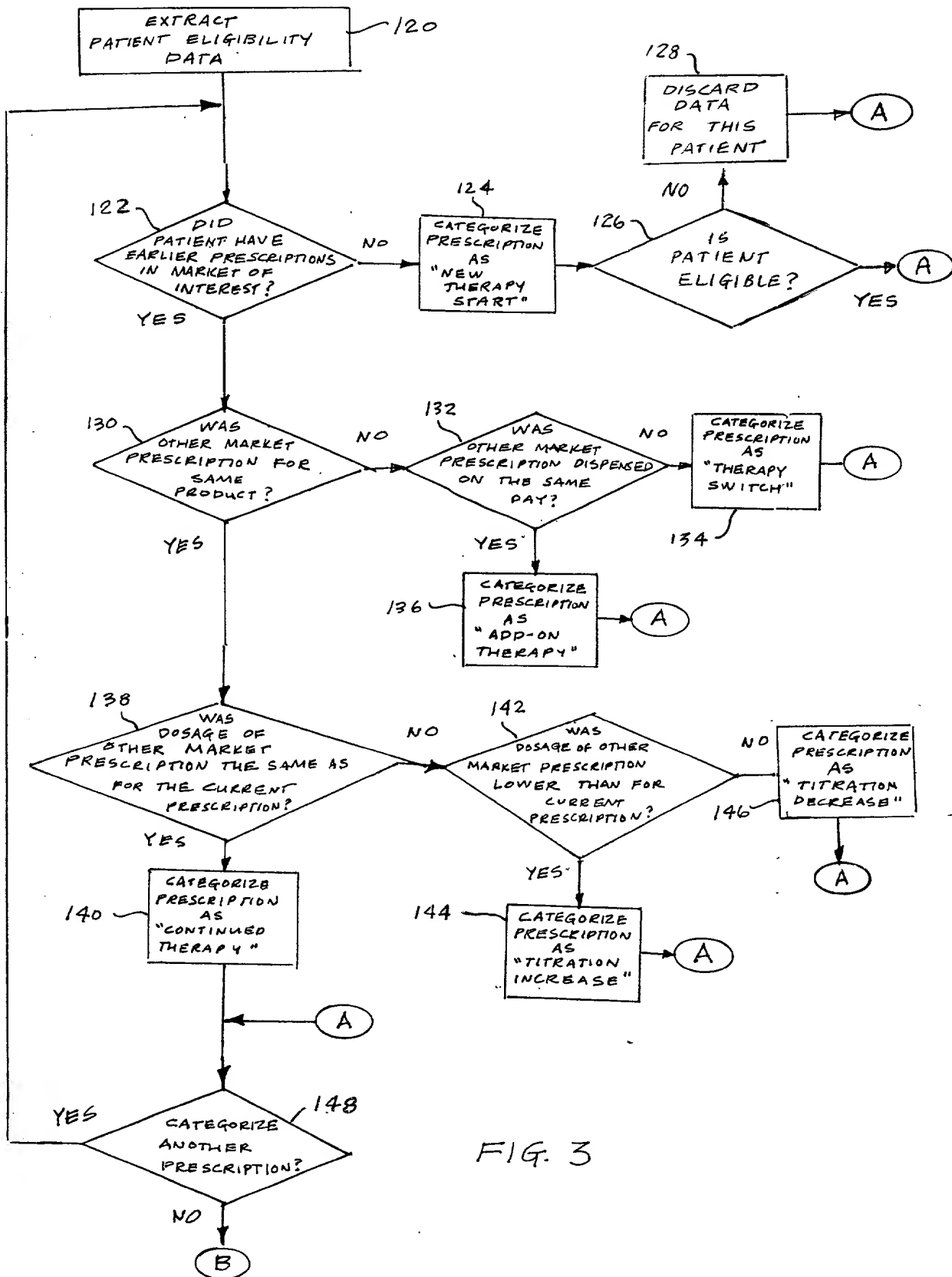


FIG. 3

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FIG. 4

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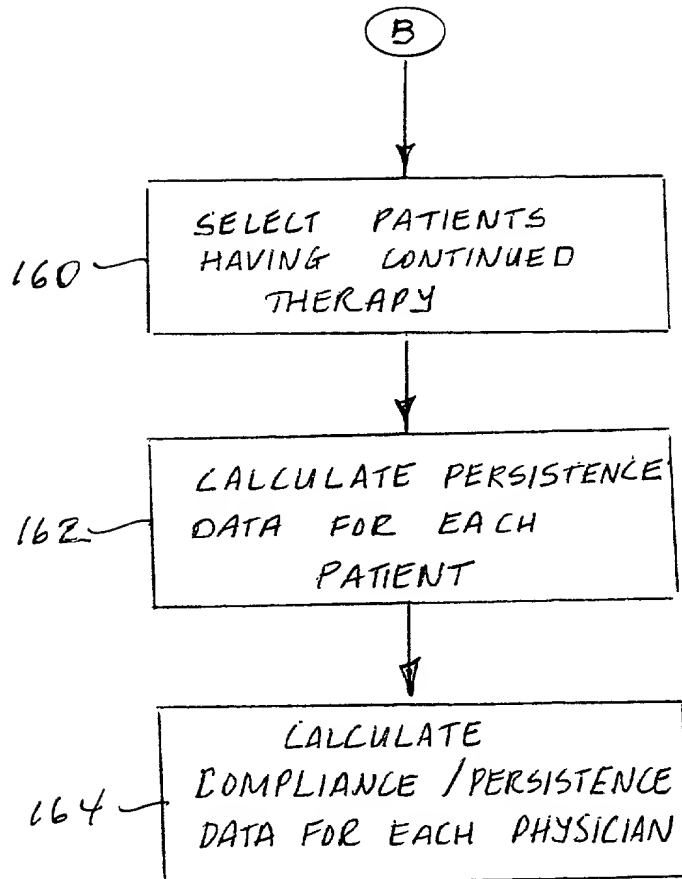


FIG. 5

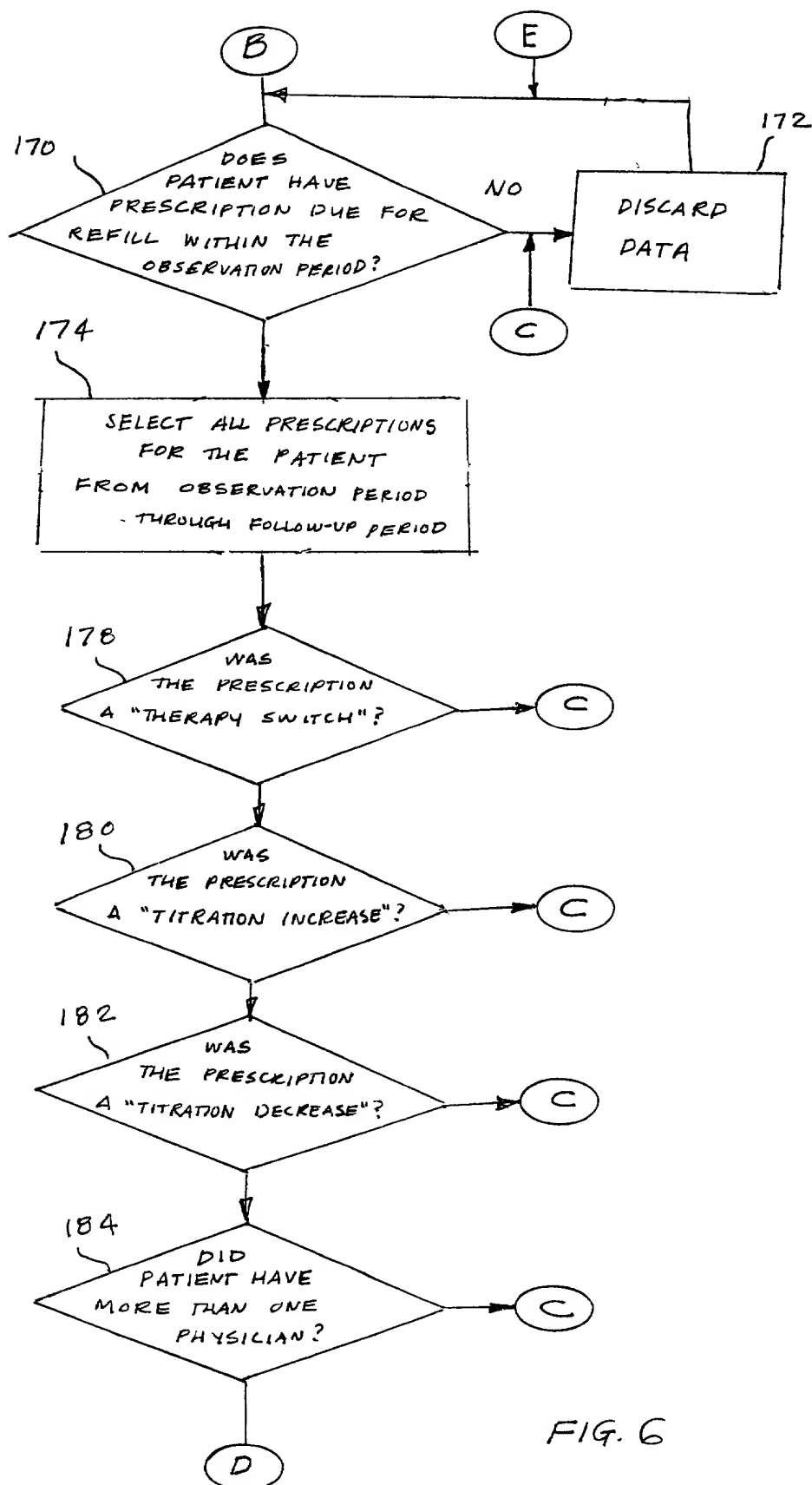


FIG. 6

T06280" 96474660

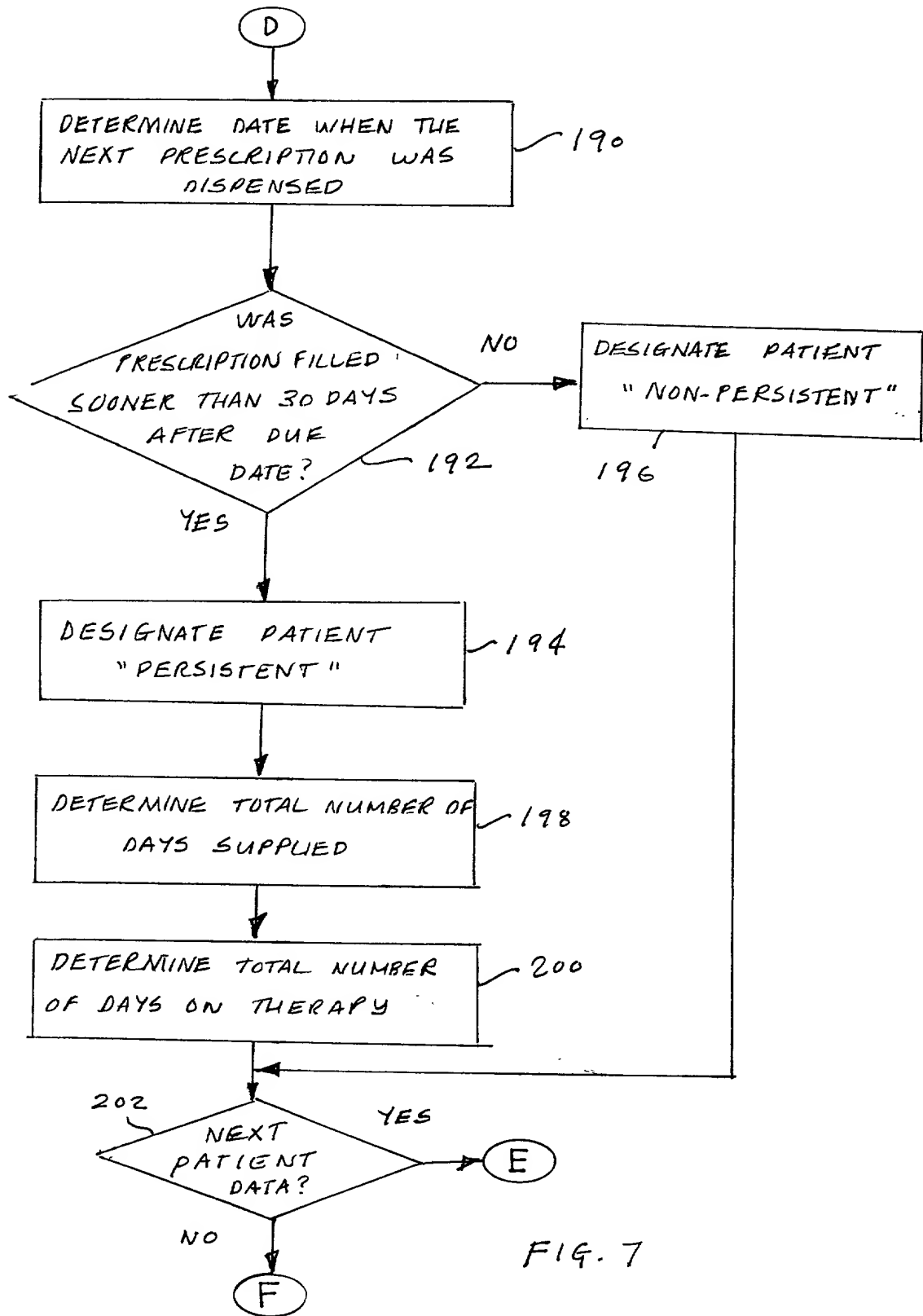


FIG. 7

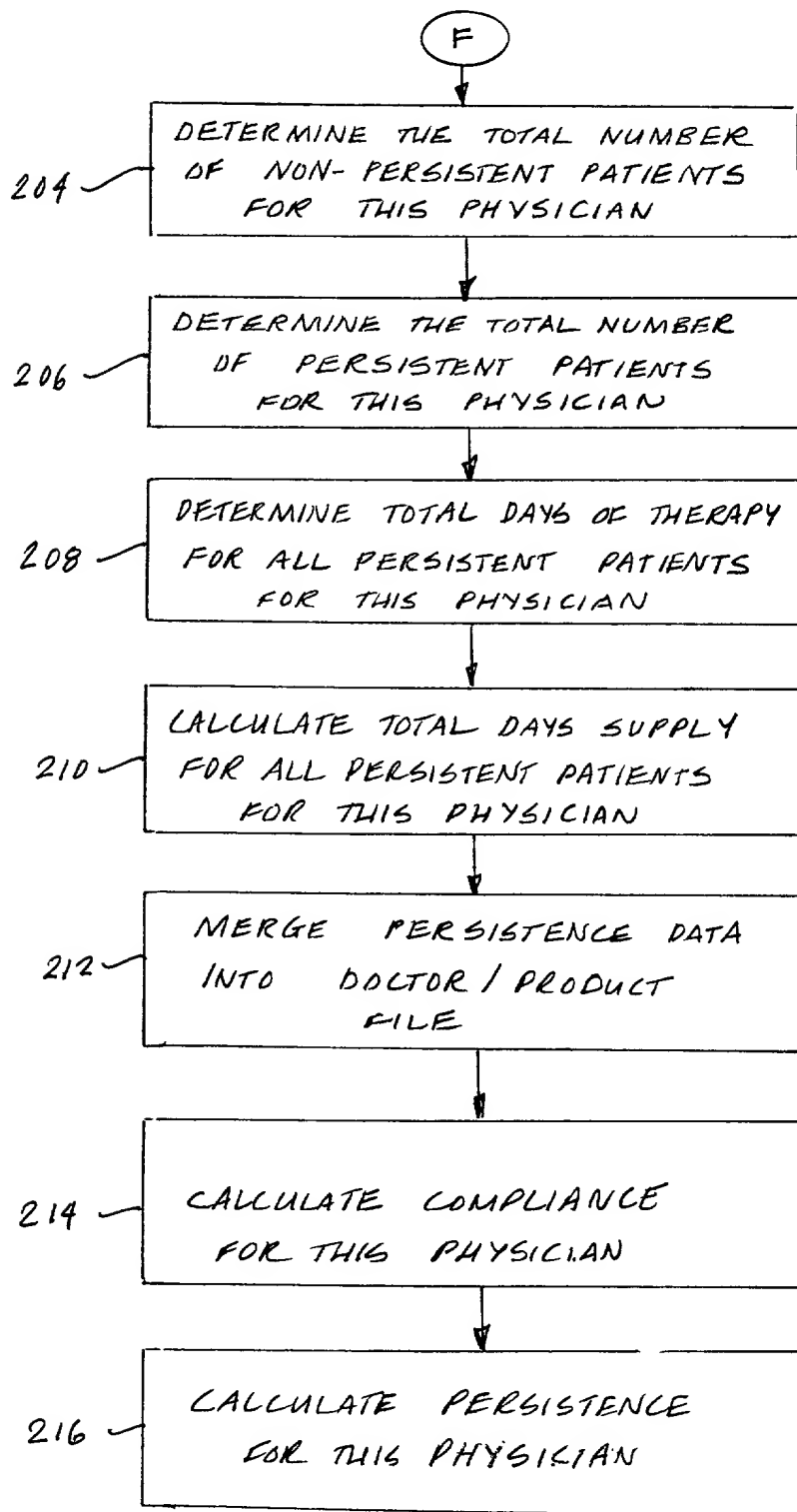


FIG. 8

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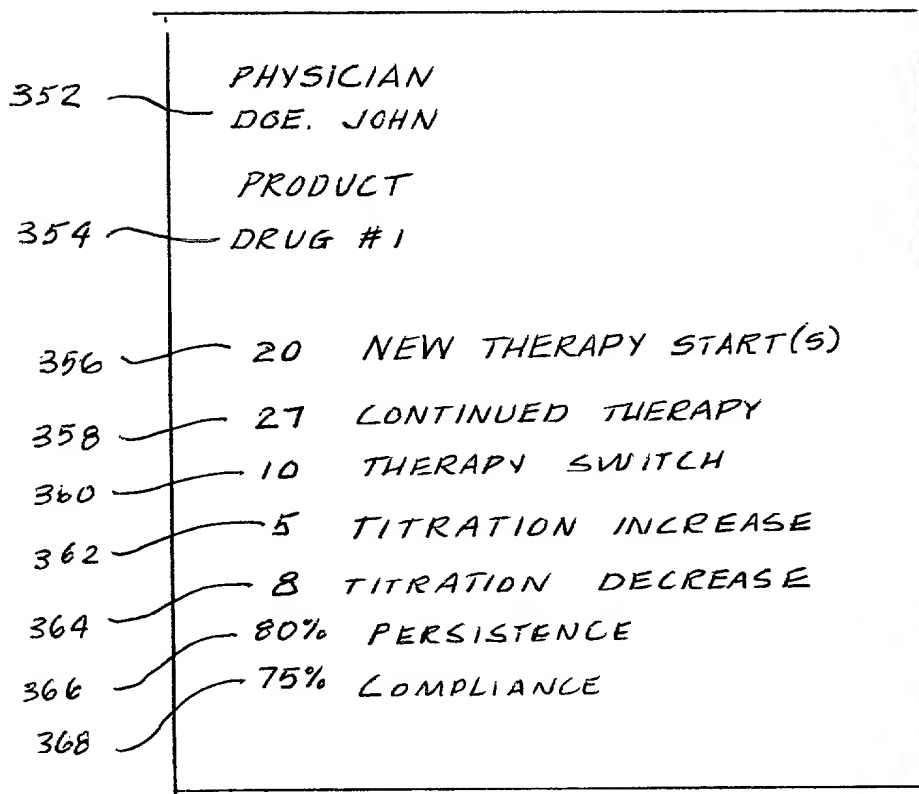
350

FIG. 9

EARLYVIEW - EarlyView Report (Jul 1999 - Jul 2000)
TOP 50 PRESCRIBERS FOR ROLLING 12M MARKET VOL
Key Products: DRUG #1, DRUG #2

402

410

400

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Market		Sales Force		Territory		NRx Market Share (%)											
CHRONIC PAIN		404		406		R12M		NRx Market Share (%)									
275		404		406		NRx		NRx Market Share (%)									
040001099		406		406		VOL		NRx Market Share (%)									
Product		Trend		Trend		VOL		NRx Market Share (%)									
DRUG #1		N		N		VOL		NRx Market Share (%)									
DRUG #2		U		U		VOL		NRx Market Share (%)									
MKT VOL		MKT VOL		MKT VOL		VOL		NRx Market Share (%)									
DRUG #1		N		N		VOL		NRx Market Share (%)									
DRUG #2		U		U		VOL		NRx Market Share (%)									
MKT VOL		MKT VOL		MKT VOL		VOL		NRx Market Share (%)									

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Market		CHRONIC PAIN		NRx Market Share (%)											
Sales Force Territory		:275													
:0400001099		R12M													
LRx		Trend													
Product															
DOE, JOHN		D		38	10.1	9.7	22.2	17.5	19.8	18.3	16.4	8.3	17	18.2	26.9
5240583058 (21)		U		164	71.4	73.2	70.4	82.5	75	81.7	76.6	84.3	83	76	68.4
34 DENNY DRIVE				213	14	15	17	7	20	20	15	15	14	19	24
CAL YPSO		This Prescriber is showing RAPID Switching behavior from DRUG #1 to DRUG #2 since December.													
MA 02150	422A														
SMITH, MARY		N		38	10.1	9.7	22.2	17.5	19.8	18.3	16.4	8.3	17	18.2	26.9
0240583012 (4)		N		164	71.4	73.2	70.4	82.5	75	81.7	76.6	84.3	83	76	68.4
151 EVERETT AVE				213	14	15	17	7	20	20	15	15	14	19	24
CHELSEA		SLOWLY making DRUG #2 the choice of secondary therapy, replacing DRUG #1, trend starting June of 2000													
MA 02150	422B														
INTERNAL MEDICINE															
ADAMS, JOHN		U		63	5	6	2.4	6.2	13.8	2.3	5.6	6.4	5.9	2.9	7.9
4954565009 (1)		U		917	85.9	77.9	83	78.9	72.4	87.2	86.9	83.9	80.2	89.8	85.2
3 WOODLAND RD, SUI				1093	53	48	71	75	57	68	114	124	148	133	131
STONEHAM		New therapy starts SIGNIFICANTLY above average market share; Steady decline in the use of DRUG #1 for new therapy starts since September													
MA 02180	422C														
MARTIN, MIKE		N		91	37	28.4	33	31	30.7	64.4	72.5	51.1	58.6	48	47.4
0432852025 (123)		N		73	53.7	50	49.9	61.2	54.1	28.5	19.3	38.4	34	45.1	44.4
2 RANCH AVENUE				185	13	18	15	16	8	17	15	12	16	18	15
SUDBURY		TITRATING UP on DRUG #1 slower than average; Demonstrating switching behavior to other therapies / drugs faster than other prescriberscriptions													
MA 01776	422D														

420a

4206

4702

470d